Senate's turn at radio dereg □ Baseball rights take quantum leap upward □ Mixed fiscal reviews for 1980

Broadcasting Mar 2

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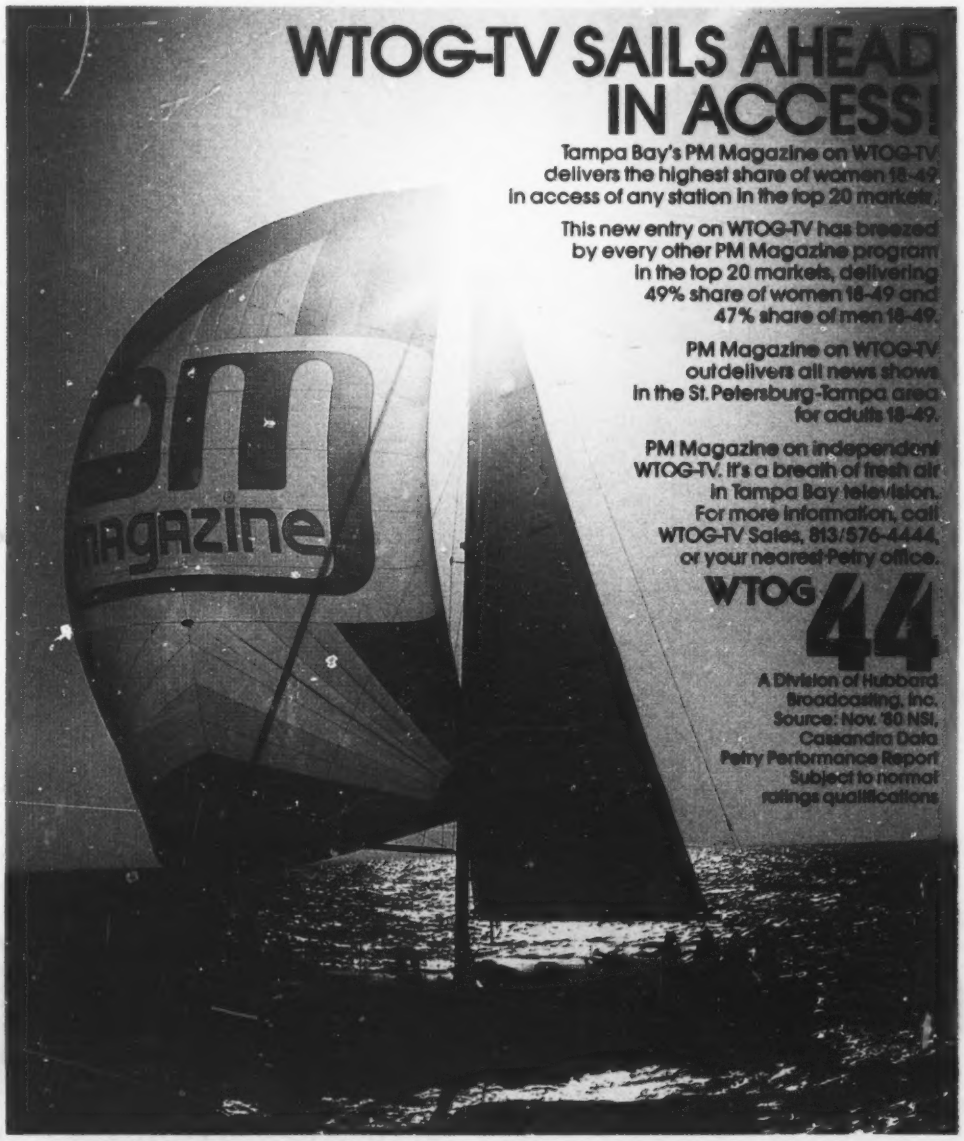
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1950

The Week in Brief

TOP OF THE WEEK

NEW SCRIPT FOR FCC ☐ White House understanding with Ferris put into question with Lee expected to be officially designated acting chairman. Wheels put in motion for clearance on Fowler for commission and chairmanship. **PAGE 31.**

MORE AYES THAN NAYS ☐ That is sentiment of witnesses testifying on radio deregulation before Goldwater subcommittee. Numerous suggestions offered for changes in bill's language dealing with award and revocation of licenses. **PAGE 32.**

HIGH-DEFINITION TV ☐ CBS's Washington demonstration documents progress made in HDTV. Showcased: Units in NHK's system, Sony digital recorders adapted to high resolution, and CBS's "bit reduction" process. **PAGE 34.**

BOTTOM-LINE ROLLER COASTER ☐ ABC's profit decline, following earlier CBS report of earnings slump, underscores perils of networking. But among major group owners, there are ups at Metromedia, Capcities, Cox and LIN, downs at Taft and Storer. **PAGE 36.**

PRUNING OF PREMIERE ☐ Movie companies in joint pay-cable venture are either discussing or signing deals for films originally earmarked for Premiere. **PAGE 36.**

CBS'S BEST FOOT ☐ Wyman puts it forward at security analyst meeting in which stress is placed on company's new development surge and expansion in theatrical films. **PAGE 37.**

WIRTH'S GOALS ☐ He says House telecom committee will not be referee between competing technologies, spells out agenda for next three months. **PAGE 38.**

SPECIAL REPORT

HIGH FLY FOR BASEBALL ☐ BROADCASTING's annual report finds major-league broadcast rights will increase 12% to nearly $90 million this season. Largest share of gain is due to Canadian brewers' desire to be associated with Montreal and Toronto teams. **PAGE 43.**

LAW & REGULATION

TELECOM POLICY ☐ At UCLA symposium, present and past shapers of communications' future evaluate accomplishments of Congress and agencies. There's almost complete agreement that marketplace should determine future of new services. **PAGE 54.**

BUSINESS

ADJUSTING TO CHANGE ☐ Leading advertisers are urged to refocus on opportunities of emerging media. ANA workshops in New York also draw bead on perennial advertising problems. **PAGE 72.**

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IMPATIENT GAINERS ☐ Stations in areas that picked up population in last census want preliminary data fed into TV market rankings now, and measurement services indicate they may adjust data. But those with declining numbers aren't as anxious. **PAGE 78.**

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FOX CHASE ☐ Maverick oilman Marvin Davis offers $703 million for 20th Century-Fox without its three TV stations. **PAGE 82.**

THEY'RE PLAYING OUR COUNTRY SONG ☐ Changing tastes and increased professionalism in country music have pushed stations with that format into the radio midstream. Here's how those involved in the trend assess country's still-growing appeal. **PAGE 86.** The CMA seminar in Nashville is set to roll next week. **PAGE 88.**

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AMST'S DRUTHERS ☐ Association continues opposition to VHF drop-ins, urging FCC to focus on full-space UHF allotments. **PAGE 89.**

1950

THE 'BROADCASTING' YEARS ☐ More color TV battles, network talent raids and outbreak of hostilities in Korea helped to shape radio and television in 1950. Also adding shape to TV was Dagmar on NBC's pioneer late-night show, while deep-voiced Tallulah Bankhead tried to talk audiences back to network radio. **PAGE 93.**

PROFILE

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Vol. 100 No. 9

TOP OF THE WEEK

Reagan starts moving on FCC

Lee's acting chairmanship will get official stamp; Hill clearance begins on Fowler; Ferris's deal not affected

President Reagan last week named Robert E. Lee "acting chairman" of the FCC—a post to which he had already been elected by his colleagues. The official stamp on Lee's status has no affect on Charles D. Ferris's standing as chairman.

The decision on Lee was said to be one of four regarding acting chairmen of regulatory agencies the White House disclosed to the Senate Commerce Committee and key senators on Wednesday. Another was said to be David Clanton as acting chairman of the Federal Trade Commission, replacing the Democratic incumbent, Michael Pertschuk.

Nor was that all—or even perhaps the most significant—activity involving movement on regulatory appointments. The White House reportedly began the clearance process on Washington communications attorney Mark Fowler as chairman of the FCC. Fowler has long been regarded a virtual certainty to be named to the post, but the clearance request by the White House should scotch rumors regarding allegedly fading White House interest in Fowler. That word had begun to circulate after weeks had gone by without a formal announcement.

Before last Friday, the White House had never formally acknowledged an understanding with Ferris, but he acted as though it had been accepted, and sources in a position to know regarded the understanding as an accepted fact. The understanding was designed to enable Ferris—a holdover from the Carter administration who will be 48 on April 9—to begin receiving a $21,000 pension on his departure from the government on April 10, after 25 years of service. The minimum age for early retirement is 50, with 25 years of service.

However, Ferris's term has more than three years to run, and although he has indicated he has attractive offers from law firms to choose among, he has not foreclosed the possibility of remaining on the commission until 1984. Such a decision would deny the Reagan administration the opportunity to fill his seat with its own appointee.

Ferris could not be reached for comment. And all Lee knew was that the White House informed him that "the president signed an order designating me as acting chairman." He also said he was told there would be no formal announcement pending the designation "of a permanent chairman."

Chairman Ferris made some news of his own last week. In a speech to the new Washington Metropolitan Cable Club, on Tuesday, he criticized the administration for a proposed $5.4 million cut in the FCC budget. He said the cut would impair the commission's ability to pursue the deregulatory course it had followed under his chairmanship and predicted the cut could lead to the agency's "recapture" by the industries it regulates.

Initially, word of the President's plan to designate Lee "acting chairman" created confusion, even among some Senate staffers. The implication of the President's action seemed to be that Ferris would be removed as chairman. But a White House spokesperson, after checking, said the President's intention was simply to endorse the commissioners' action in electing Lee acting chairman; it was not intended to affect Ferris's status.

With the White House beginning to move on the Fowler appointment, Lee is not likely to serve as chairman for long. The routine background check by the Federal Bureau of Investigation and the confirmation hearings by the Senate Commerce Committee could be completed by mid-April.

It was not clear to which term Fowler would be appointed. Two are available. One was left vacant by the resignation of Tyrone Brown in January; it runs until June 30, 1986. The other is James H. Quello's. The term to which he was appointed ran out last June, but he can continue to serve until his successor is confirmed. He is expected to be reappointed to the term not given to Fowler.

ABC the billings leader in 1980

CBS-TV had the best prime-time ratings in 1980, but ABC-TV had the most overall revenue, according to estimates compiled by Broadcast Advertisers Reports being released today (March 2) by the Television Bureau of Advertising.

The three-network total for the year—encompassing all dayparts—broke the $5 billion mark for the first time, reaching $5,147,345,600 ("Closed Circuit," Feb. 9). The BAR-TVB estimates divide the revenues as follows: ABC-TV $1,877,056,900; CBS $1,701,002,200, and NBC $1,569,286,500.

On that basis ABC had about 36.5% of the total, CBS about 33% and NBC about 30.5%. The three-network total was 9.6% more than in 1979.

December

	1979	1980	% chg.
Daytime	$154,571,100	$154,521,700	0
Mon.-Fri.	76,411,000	94,812,300	+24.1
Sat.-Sun.	78,160,100	59,709,400	−23.6
Nighttime	291,433,500	302,386,100	+ 3.9
Total	$446,004,600	$457,407,800	+ 2.6

January-December

	1979	1980	% chg.
Daytime	$1,596,690,100	$1,763,669,700	+10.5
Mon.-Fri.	1,026,521,000	1,168,224,600	+13.8
Sat.-Sun.	570,169,100	595,445,100	+ 4.4
Nighttime	3,100,663,100	3,383,675,900	+ 9.1
Total	$4,697,353,200	$5,147,345,600	+ 9.6

By Network

QUARTER	ABC	CBS	NBC	TOTAL
Jan.-Mar.	$ 476,529,700	$ 395,378,600	$ 360,185,700	$1,232,094,000
Apr.-Jun.	473,396,000	428,389,400	381,659,800	1,283,445,200
Jul.-Sep.	395,999,700	370,316,800	346,238,600	1,112,555,100
Oct.-Dec.	531,131,500	506,917,400	481,202,400	1,519,251,300
Jan.-Dec.	$1,877,056,900	$1,701,002,200	$1,569,286,500	$5,147,345,600

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports (BAR) data.

Broadcast rights contracts push the $90-million mark in 1981; Canadian teams among clubs that spur 12% increase over last year; ABC and NBC in middle of TV contracts while CBS renews radio rights

The mention of player compensation makes a baseball magnate scowl. Mention radio and television compensation and a smile appears.

That's because the latter, in the upcoming season, will come to nearly $90 million in rights payments—the amount broadcasters will pay to take cameras and microphones into major league baseball parks. And it's obvious that failure to settle the player compensation problem could bring a strike by May 29, disrupting, among other things, the best-laid plans of broadcasters and baseball men.

The total of $89,975,000 for radio-TV rights in 1981 will be 12.1% more than the $80,275,000 in 1980. What makes that increase so impressive is that virtually all of the gain is at the local and regional level; the networks and baseball are locked into multiyear contracts.

The major impetus for the increase comes from Canada. In a "brewers' war" there to gain association with the dominion's baseball clubs, two major firms have thrown budgetary considerations out the window, to acquire TV rights.

Vying for the Montreal Expos, which barely missed the National League East title last fall, is Carling-O'Keefe, which was said last week to be completing final details on a five-year TV contract for about $6 million annually. The other contender for Expos TV, CBC-TV, was rights holder last season. CBC-TV would continue to originate the games for 41 English-language stations and 18 French-language stations.

Similarly, Labatt Breweries of Canada in all likelihood will get TV rights of the Toronto Blue Jays, tail-enders in the American League East. It would be for an estimated $3 million plus. Labatt is 45% owner of the Blue Jays. CBC-TV, rights holder in 1980, has been seeking renewal.

Local and regional broadcast rights this year will total $48.4 million, up 25% from $38.7 million in 1980.

At the network level, NBC-TV will be in the second year, and ABC-TV in the third, of contracts under which they will pay an estimated $185 million for television rights through 1983. For ABC-TV, that means $19 million this year; for NBC, $22.5

million.

CBS Radio will pay in excess of $75,000 this year under its multiyear contract that began in 1976. The current contract expires after this season, but has already been extended.

A look at network programing plans, rates charged and major sponsors:

ABC-TV has doubled the number of Monday-night games this year, scheduling 10 between June 1 and Aug. 10. In addition, there will again be eight Sunday-afternoon games, from Aug. 16 through Oct. 4. *Monday Night Baseball* is scheduled at 8:30 p.m. NYT. Starting times for the Sunday games have not been set; last year most started at 3 p.m.

Under the alternating arrangement followed in recent years, ABC-TV will have the World Series this year and NBC-TV the All Star game (July 14) and the American and National League championship series (starting Oct. 6).

ABC is selling its Monday night, Sunday and World Series games as a package; an advertiser cannot, for example, buy the World Series alone. Officials say availabilities are more than 50% sold at $50,000 per 30-second announcement in the Monday night games (up from $42,000 a year ago), $16,000 per 30 in the Sunday afternoon games (down from about $17,500 last year) and $150,000 per 30 in the World Series (up from $125,000 on NBC last year).

The World Series is due to open Oct. 13, a Tuesday. If it goes to seven games, ABC expects to have five in prime time, the others in weekend daytime.

Among major baseball sponsors already set by ABC are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (BBDO), Goodyear (Campbell-Ewald), Firestone (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

NBC-TV's *Game of the Week* will again number 26 telecasts, same as last year, but will include 29 games. The opener in the Saturday-afternoon series will be at 2:30 p.m. NYT April 11, Philadelphia at St. Louis. In addition to the regular Saturday afternoon single games, there'll be a doubleheader on May 30 and two prime-time games, one in August and one in September. Thirty-second prices are pegged at $28,000, up from $25,000 last year. Officials say games in the second quarter are about 70% sold; those in the third quarter, about 55%. Among the major sponsors are Ford (through J. Walter Thompson Co.), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), American Cynamid (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

The All Star game is set for July 14 at 8 p.m. and is 80% sold, officials say, at $135,000 per 30-second announcement (up from $110,000 on ABC last year). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), Polaroid (Doyle Dane Bernbach), Texaco (Benton & Bowles) and Auto Parts Systems (Bloom Advertising).

The league playoffs are scheduled Oct. 6 in prime time, Oct. 7 in afternoon and prime time, Oct. 8 in prime, Oct. 9 in afternoon and prime, and, if necessary, Oct. 10-11. The price tags on 30-second spots are $95,000 in prime-time games (up from $75,000 on ABC a year ago), $65,000 in weekend day games (up from $42,000) and $37,500 in weekday games (up from $22,000). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO) and Polaroid (DDB). Officials say availabilities are about 60% sold.

CBS Radio will again provide play-by-play coverage of the All Star game, the league playoffs and the World Series—a package that could total 18 games if the playoffs go the limit. There'll also be five 14-minute reports from training camps between March 30 and April 3; coverage of the opening-day ceremonies at Cincinnati, scheduled April 8, plus highlights of that day's game; 24 four-minute reports on the pennant races between Sept. 28 and Oct. 2, and 20 four-minute reports on highlights of earlier baseball years on Oct. 3-4.

CBS Radio officials aren't saying, but it's understood the prices are in the $20,000 to $25,000 range per minute for the World Series and All Star game (and a little less for the playoffs), as compared with $7,000 to $10,000 last year. Availabilities are said to be about one-third gone.

Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING:

1972	$41,185,000
1973	42,385,000
1974	43,245,000
1975	44,495,000
1976	50,820,000
1977	52,110,000
1978	52,510,000
1979	54,500,000
1980	80,275,000
1981	89,975,000

CBS Radio's rights contract with major league baseball runs through the current season but has already been extended for two more years, through 1983. It gives CBS Radio exclusive radio rights throughout the world except in Canada. There, an agreement for coverage of the same events in 1982 and 1983 has been signed with Telemedia Broadcast Services, which currently has rights to games of the Toronto and Montreal teams. Under the new contract, TBS will provide coverage in both English and French.

Officials declined to disclose financial terms of the CBS and TBS contracts, but baseball authorities said they would produce about 10 times as much revenue for baseball each year as the current CBS contract.

Enterprise Radio, the new network providing sports programing to radio stations 24 hours a day by satellite, plans what it says will be a comprehensive preseason package of training camp interviews and reports on issues ranging from salaries to pennant races.

At the local level around the American League:

- Chicago—The White Sox has put on hold that earlier announced contract that would have made it the first American League club with a local cable contract. The Sox entered an agreement last December with Cablevision Systems Development Corp. to carry 80 games on systems in the Chicago area. But, after the sale of the White Sox last month to New York television executive Eddie Einhorn and Chicago real estate developer Jerry Reinsdorf, the new owners are insisting that the pact be renegotiated.

  The new TV rights holder, WGN-TV there, will be in the unique position of doing games (more than 60) of the White Sox as well as games of the National League Cubs, for which it has been a long-time TV rights holder. WGN-TV reports baseball sales have picked up after a sluggish January. WBBM(AM) there says radio sales have been "going fine" with Chevrolet and Budweiser as prime sponsors.

- New York—The Yankees' TV on WPIX-TV is not yet sold out, although there is excellent sponsor response with such signings as Citibank, Toyota, Chrysler, Budweiser and McDonald's. Yankee radio games on WABC(AM) there are sold out at prices 25% above last year. In addition, cable coverage of 40 games will be provided by Sportschannel.

- Cleveland—WUAB(TV) says sales of Indians' games are ahead of last year and that nearly half of the availabilities were sold by mid-February to such major advertisers as Anheuser-Busch, Burger King and Toyota. Tom Wilson, sales manager of WWWE(AM), reports an estimated 20% increase in sales this year and a pick-up of stations formerly lined up for Cincinnati Reds games.

- Boston—WSBK-TV General Sales Manager Stuart Tauber admits only a 30% sell-out by mid-February due to a decrease in domestic car sales and a hesitancy of some advertisers to commit themselves this early. Conversely, WITS(AM) says Red Sox radio is 85% sold out, although the sales are "a little behind last year."

- Minneapolis-St. Paul—WCCO(AM) there again cites a strong line-up of returning sponsors such as Chevrolet, Pabst, Union Oil, Farmers Insurance and Midwest Federal Savings & Loan Association.

- Toronto—Hewpex Sports Network, which holds radio rights for the Blue Jays, reports sales "excellent" and close to a sell-out with such sponsors as General Motors, Texaco, Coca-Cola, Goodyear, Labatt, Bank of Commerce, McDonald's and Panasonic.

- Texas—Roy Parks, executive direc-

Text continues on page 52; for team-by-team breakouts of the local radio and television baseball story, see page 50.

AMERICAN LEAGUE EAST

Team	1981 rights	1980 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore Orioles	$1,050,000	$ 950,000	WMAR-TV 4	WFBR 57	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,700,000	2,600,000	WSBK-TV 4	WITS 80	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	1,300,000	1,100,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,500,000	1,400,000	WDIV -6	WJR 60	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	800,000	600,000	WVTV 6	WISN 52	WVTV holds TV rights; WISN holds radio rights.
New York Yankees	4,000,000	3,000,000	WPIX-TV 8-10	WABC 62	WPIX-TV holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	4,000,000	3,000,000	(see text)	CKFH 30	LaBatt Breweries of Canada expected to acquire TV rights; Hewpex Sports Network holds radio rights.

AMERICAN LEAGUE WEST

California Angels	$1,000,000	$1,000,000	KTLA	KMPC 17	Golden West Broadcasters (KTLA and KMPC), under common ownership with California Angels, holds broadcast rights.
Chicago White Sox	1,800,000	1,950,000	WGN-TV	WBBM	WGN-TV holds TV rights; WBBM holds radio rights.
Kansas City Royals	500,000	500,000	WDAF-TV 12	WIBW Topeka 115-120	WDAF-TV holds TV rights, WIBW holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KMSP-TV 2	WCCO 22	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,200,000	1,000,000	KPIX San Francisco 2 KIQY (Spanish)	KSFO San Francisco 9 KIQI (Spanish)	KPIX holds TV rights; KSFO holds radio rights.
Seattle Mariners	900,000	800,000	KING-TV 4	KVI 12	Seattle Mariners retain radio and TV rights; KVI sells for radio.
Texas Rangers	750,000	750,000	KXAS-TV 15	WBAP 15	City of Arlington, Tex., holds TV and radio rights under 10-year contract with sales handled by Texas Rangers Baseball Network.

NATIONAL LEAGUE EAST

Chicago Cubs	$1,900,000	$1,800,000	WGN-TV TBA	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights
Montreal Expos	6,300,000	1,400,000	CBC-TV English 41 French 18	CFCF TBA CKAC 37	Carling-O'Keefe (brewer) expected to acquire TV rights; CFCF holds English language radio rights, CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 20	WOR-TV has partnership arrangement with Mets, sharing TV costs and sales revenues; Nassau Sports Productions holds radio rights.
Philadelphia Phillies	4,000,000	3,500,000	WPHL-TV 3	KYW 34	WPHL-TV holds over-air TV rights; Phillies retain radio rights.
Pittsburgh Pirates	1,750,000	1,750,000	KDKA-TV 3	KDKA 44	Group W/Westinghouse (KDKA-AM-TV) is broadcast rights holder
St. Louis Cardinals	1,500,000	1,500,000	KSDK 17	KMOX 100	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	$1,500,000	$1,500,000	WTBS	WSB 60	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,600,000	1,200,000	WLWT 11	WLW 117	WLWT holds TV rights. Cincinnati Reds retain radio rights.
Houston Astros	1,100,000	1,000,000	KRIV	KENR 36	KRIV holds local TV rights with Astros handling outer network rights. Astros retain radio rights.
Los Angeles Dodgers	2,400,000	1,800,000	KTTV	KABC 22 KTNQ (Spanish)	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV Network.
San Diego Padres	1,100,000	1,000,000	KFMB-TV	KFMB 11 XEXX and 10 others (Spanish)	KFMB-TV holds TV rights; KFMB holds radio rights.
San Francisco Giants	1,000,000	850,000	KTVU 3	KNBR 9	KTVU holds TV rights; KNBR holds radio rights.

AL total	**$22,750,000**	**$19,900,000**
NL total	**$25,650,000**	**$18,800,000**
Major total	**$48,400,000**	**$38,700,000**

Not included in the table is ABC's payment for nationally televised games that will amount to $19 million this year and NBC's payment for nationally televised games that will amount to $22.5 million this year. ABC is under five-year contract that began in 1979 and NBC is in the second year of a four-year contract. In addition, CBS Radio is continuing under contract that began in 1976 and which is estimated to exceed $75,000 annually.

tor of the Rangers Baseball Network, said that his organization was cleaning up a few remaining accounts by the middle of last month. He said a high rate of returning sponsors contributed to the excellent sales picture. This season will be the last year of one of baseball's longest broadcast rights contracts. It is a 10-year deal for a total of $7.5 million dollars, consummated by former Rangers owner Bob Short, who made the deal before selling the team. The entire amount, it has been pointed out, was paid "up front" and "in 1972 dollars."

In addition, there definitely will be pay television in the Rangers' future. As of now, however, contractual obligations to the TV originator, KXAS-TV, are the Rangers' first consideration. But a meeting March 16 is expected to establish a more precise timetable.

■ California—In addition to on-air TV games on KTLA(TV) there, 15 home games of the Angels will be telecast by ON-TV on KBSC-TV, local pay-TV outlet.

At the local level in the National League:

■ Philadelphia—The champion Phillies' on-air broadcast rights do not include a $1 million pay-cable pact with Prism for 30 games. WPHL-TV will carry 85 games, 67 on the road. Games on KYW(AM) there and its 34-station network are said to be basically sold out with a long list of clients that includes Budweiser, Chrysler, Coca-Cola, Gino's, Girard Bank, Lincoln-Mercury, MAB Paints, Culligan Water Conditioning and Tasty Cakes.

■ Atlanta—Wayne Long, director of advertising for the Braves, said that radio sales were "better than ever," a reflection of the team's good year on the field last season. On the TV side, WTBS said that satellite will put its games on 2,603 cable systems during the day and another 177 systems at night, a potential audience of 10.9 million homes.

■ Pittsburgh—Harry O'Toole, executive producer of Pirates broadcasts, said that in-game sales were "fantastic." So good, in fact, that an imminent sell-out might necessitate the pre-emption of some news updates within the games in order to accommodate other sponsors.

A schedule of Pirates home games will be carried on pay cable, beginning May 2. The Pittsburgh team and Action TV/TCS Sports, New Kensington, Pa., have just announced that the games will be offered regionally to approximately 250 cable companies in a tri-state area around Alleghany county (Pittsburgh). Jack Schrom, vice president of marketing for the Pirates, and Nelson L. Goldberg, president of Action TV/TCS Sports, said it was a "multi-year" contract but that schedule and terms are still to be finalized.

■ Chicago—The Cubs last week were still undecided on formation of radio and TV networks, although the signal of its WGN-TV is widely distributed by satellite to cable systems. A spokesman for WGN-AM-TV conceded that business in January for national spot and local was soft, but there was a considerable perk-up in sales activity in February. For baseball devotees, WGN-TV on Feb. 12 replayed a Cubs baseball game from last season. It got an overnight Nielsen rating of 8.4, three times larger than the original telecast.

■ Los Angeles—Aside from the Dodgers' telecasts on KTTV there, 15 games will be presented by ON-TV on KBSC-TV, local STV outlet.

■ Cincinnati—The Reds missed the brass ring on the field last year, but not this year in broadcasting. WLWT(TV)'s general sales manager, Joe Levin, reported a 70% sell-out by mid-February, a pace "ahead of last year." Top clients include Anheuser-Busch, Cincinnati Chevrolet Dealers and Frisch's restaurants. Jim Winters, an official of the Reds, said radio availabilities at WLW were 99% sold out in a "super year." Pepsi-Cola Bottlers of Cincinnati, Big Boy restaurants and First National Bank of Cincinnati are some of the top advertisers.

Local loyalty triggers rule change. Philadelphia fans love their world champion Phillies and the feeling evidently extends to their local sportscasters. That was demonstrated last fall when regular-season announcers from KYW(AM) there, as well as counterparts for WPHL-TV, were shut out of World Series coverage by network contracts with the major leagues. Excited fans created such a furor that it made local headlines and created national reverberations that reached the baseball commissioner's office. As a result, it was announced that hereafter, at least local radio announcers can cover series over flagship stations, provided network commercials are cleared. The announcers for KYW and WPHL-TV involved were (l to r) Andy Musser, Rich Ashburn, Harry Kalas and (not pictured) Tim McCarver.

Sauter hopes to put baseball in CBS-TV's sports constellation

"CBS wants to get involved in baseball", says Van Gordon Sauter, CBS Sports president. Whether it's a two-way or three-way agreement among the networks, CBS-TV plans to be in the bidding race when the next contract comes up for baseball, he adds. Current ABC-TV and NBC-TV contracts run through 1983.

CBS Sports, sometimes jokingly referred to as "tied for third place," plans to move ahead in other sports areas as well, with more emphasis placed on the "sports journalist." As Sauter puts it, "We need to develop a 'star system', the individual you'll see at all major broadcasts." He notes, "Already there is a significant change."

CBS's weekend anthology sportscasts, for instance, have been revamped and will reappear in late March with broadcasts originating live from the set. Brent Mussberger will anchor the show, and promotion will revolve around him.

Sauter acknowledges the competition from ABC and NBC. But, insofar as the various pay cable services specializing in sports programing, such as ESPN and USA Network, are concerned he doesn't see any threat, at least for the next four to five years.

The only real impact pay cable has had on CBS sports programing so far, he claims, has been that medium's proliferation of college and professional basketball coverage. For CBS, the availability of these games has been detrimental to the network's former exclusivity.

Bets split on Knight-Ridder, Dow Jones takeover of UA-Columbia

Though some shareholders have reacted positively, theater group opposes offer; board will consider issue at meeting this week

While it appears the industry will have to wait until the March 4 meeting of UA-Columbia Cablevision's board of directors to learn what that company as a corporate entity thinks of the $72-per-share cash offer Knight-Ridder and Dow Jones jointly advanced for the cable company, the word last week from inside UA-Columbia was that some of its shareholders have expressed positive interest in the deal. That's contrasted with the announcement Tuesday by United Artists Theater Circuit, holder of 28% of the cable operator's stock, that it was opposed to the offer, to the point of being willing to "vigorously resist" the proposal in court.

The adoption of that position by UATC wasn't new, nor was the linking of the UA-CC name with a story or rumor of a possible buyout (BROADCASTING, Aug. 11, 1980). UA-CC had, after all, announced back in August that it had secured Morgan-Stanley to evaluate the company's "future financial alternatives," an announcement widely read in the investment community as a signal that significant interests within the company were courting buyers. At the time, it was suggested, "nearly every big newspaper chain" was in the bidding, and that a price between $75 and $90 a share was being sought.

What isn't clear is whether the offer currently being made is contingent upon the new partners being able to secure all 3.3-million outstanding shares of UA-Columbia, which would give the deal a cash price of $238 million, or whether they would be content to secure a major interest in the firm. All that either of the offering partners would say on that score was contained in a statement from Dow Jones Chairman Warren H. Phillips that the partners were aware of UATC's previously stated unwillingness to sell. The apparent suggestion would be that the partners are prepared to work around that shareholder, should the board and other shareholders of UA-CC accept such a proposition.

Aside from members of the UA-CC board who are associated with UATC, management and other directors hold about 22.5% of the company's shares. A number of those directors form the nucleus of company founders, and it's within that group that the interest in selling is believed to lie. The offer provides that the present management would be retained, with ownership vested in a new company the partners would establish.

The proposition being advanced by Knight-Ridder and Dow Jones would net them a cable operation with a subscriber base last publicly stated to be 380,000 but estimated by industry sources at over 420,000. UA-CC also owns, in partnership with Madison Square Garden Cablevision, a half-interest in the satellite-delivered basic cable USA Network. UA-CC's half of that operation is generally valued at $15 million. When the $100 million in outstanding debt that a purchaser of UA-CC would have to assume is added to the cash price now being offered, the value of the deal, minus the USA Network's $15 million, could be figured at $323 million. That would then work out to about $755 per current subscriber, not an outrageous sum these days for a cable operator. With industry analysts projecting 1981 operating profit for UA-CC in the $25-million neighborhood, the multiple of cash flow calculation of this offer would be $12.9.

In addition to publishing, both Knight-Ridder, owner of three TV stations, and Dow Jones have dabbled in the telecommunications field with viewdata experiments and a cable news service, respectively.

Bates crosses fingers for '81 media forecast

Agency expects rising prices but predicts escalation to be lower than CPI; increases range from 4% to 7% for radio and TV

Some relief from media price increases in 1981 is anticipated by Ted Bates & Co., New York, in the advertising agency's annual analysis of media trends.

The agency's report concludes that "1981 media prices will still rise in spite of economic uncertainties, but hopefully at significantly lower rates than the Consumer Price Index. In total, we are forecasting a welcome relief for 1981—with virtually all media elements posting increases below the projected CPI [11%]."

Specifically, the report says that "we anticipate moderate cost-per-thousand increases in network TV: 4% for day and 7% for evening. Spot TV should also achieve a moderate increase of 5%, while network and spot radio should experience the same increases in C-P-M as 1980, 5% and 7% respectively.

"Magazine and outdoor C-P-M's should still parallel the CPI with increases of 11% each, while newspapers and supplements should lag behind with an 8% and 9% C-P-M increase, respectively."

The analysis was prepared by the media information and analysis division of Bates's media-program department. It tracks trends in unit costs, audience and national expenditures, as well as C-P-M's, for nine media segments over the past 11 years (see page 76).

Between 1970 and 1980, the report calculates, unit costs rose 179% in daytime network TV, 200% in evening network TV, 79% in spot TV, 113% in spot radio, 95% in network radio, 56% in magazines, 126% in newspapers, 101% in newspaper supplements and 137% in outdoor.

During the same decade, Bates reports, audience growth amounted to 26% in daytime network TV, 28% in evening network TV, 25% in spot TV, 28% in spot radio, 51% in network radio, 1% in newspapers, 13% in supplements and 15% in outdoor, while magazine audience declined by 4%.

The rise in C-P-M's between 1970 and 1980 is put at 122% for daytime network TV, 132% for evening network TV, 44% for spot TV, 66% for spot radio, 29% for network radio, 62% for magazines, 124% for newspapers, 78% for supplements and 108% for outdoor.

The Consumer Price Index in the same 10-year span rose 114%.

In percentages, the biggest beneficiary in growth of national expenditures is network radio, up 188% since 1970, followed by network TV, up 177% and newspapers and newspaper supplements, together up 154%.

The Bates analysis concentrates first on what it calls "media's boom years," 1976-79, when, it says, the Consumer Price Index rose at an average annual rate of 8%—compared with 17% for daytime network TV, 14% for evening network TV, 10% for spot TV, 8% for network radio and also for spot radio, 7% for magazines, 8% for supplements, 9% for newspapers and 9% also for outdoor.

"This clearly indicates," the report asserts, "that the television medium increased costs at rates far exceeding the

growth of inflation . . ., while all other media paralleled the CPI increase."

"Not only did media efficiencies [C-P-M's] increase during the years 1976-79," the analysis continues, "but advertising revenues also grew faster than the U.S. economy. The figures for the four-year boom period reflect an annual 15% increase in volume as compared to 12% for the Gross National Product. In 1980, however, both ad volume and the GNP had 11% increases over the previous year."

Turning to 1980, the Bates study finds another "fine growth year in terms of national advertising activity," reaching a total of $15.26 billion, up 12% from 1979. Network TV's total was put at $5.1 billion, representing 33.5% of the national total and 11% above 1979. Spot TV was put at $3.26 billion, for 21.4% of the total and up 14%. Network radio at $185 million represented 1.2% of the total and reflected an increase of 15%. Spot radio at $750 million amounted to 4.9% of all national advertising and was up 14% from 1979. Magazines at $3.225 billion had 21.1% of the pie and were up 10%, while newspapers and supplements at $2.335 billion were 15.3% of the total and up 12%, and outdoor at $400 million was 2.6% of all national advertising and up 13%.

The report's conclusion: "It appears that 1980 (compared to the boom years 1976-79) may be the beginning of a moderating trend in broadcast C-P-M increases, while all other media appear to be moving in the opposite direction."

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The year-by-year cost trending

Cost-per-thousand trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor	CPI
1970	100	100	100	100	100	100	100	100	100	100
1971	87	93	98	101	104	101	102	99	104	104
1972	84	99	92	100	107	103	108	89	111	100
1973	95	111	91	99	112	107	108	89	114	114
1974	105	120	93	103	130	116	109	89	123	127
1975	110	122	93	111	147	121	115	90	131	139
1976	137	133	116	113	161	125	129	99	140	147
1977	177	167	122	123	175	148	140	108	153	156
1978	191	182	122	135	190	150	148	116	169	168
1979	200	205	133	146	205	163	155	123	188	190
1980	222	232	141	152	224	178	166	129	208	214
1981 (est.)	231	249	151	179	243	194	178	135	228	238

Unit Cost trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	97	107	102	112	117	119
1973	113	124	95	97	114	109	119	199	123
1974	121	137	100	102	130	121	124	117	134
1975	140	147	102	107	144	131	132	123	144
1976	163	160	130	110	159	135	151	129	156
1977	204	203	137	119	173	156	166	148	172
1978	227	228	140	130	190	168	179	159	191
1979	247	256	160	140	205	183	193	171	212
1980	279	300	179	156	226	201	213	195	237
1981 (est.)	296	324	192	173	248	221	231	207	263

Audience trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	99	100	98	104	112	104
1972	116	110	103	97	101	99	104	132	107
1973	119	111	105	98	102	102	111	134	108
1974	115	112	108	99	100	104	113	132	108
1975	127	120	110	97	98	108	114	136	110
1976	119	120	112	97	98	108	117	130	111
1977	116	121	112	96	99	106	119	136	112
1978	119	125	335	96	100	112	121	138	113
1979	123	125	121	96	100	112	124	139	113
1980	126	128	125	96	101	113	128	151	115
1981 (est.)	128	130	127	96	102	114	130	153	116

National expenditure trends

	Network TV	Spot TV	Magazines	Newspapers/ supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	129	121	116	134	109	123	132
1975	139	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	209	179	167	188	147	245	188
1978	240	209	201	201	167	262	199
1979	277	233	227	254	178	288	231
1980	308	264	250	273	202	331	261

Tables report trends in index form, with 1970, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and Network Radio, 60 seconds for Spot Radio, one page four-color for Magazines, milline black and white for Newspapers, one page black and white for Supplements and 100 showing for Outdoor. Audience levels and CPM's are based on women 18+ for Day Network; total persons 2+ for Evening Network; TV households for Spot TV; persons 12+ for Radio; circulation for Magazines, Newspapers and Supplements; and total population for Outdoor. Sources for audience information are: Network and Spot TV—A.C. Nielsen; Network Radio—"RADAR"; Spot Radio—Arbitron; Magazines—Magazine Publishers Association; Newspapers—Newspaper Advertising Bureau; Supplements—Standard Rate and Date; Outdoor—Outdoor Bureau and estimates. Figures for 1981 are Ted Bates' estimates.

Monitor

In the marketplace. *Quincy M.E.*, NBC-TV hit now offered in syndication by MCA TV, has been bought by five CBS-owned TV's for airing in fall 1983. MCA TV also has sold theatrical movie, "Sgt. Pepper's Lonely Hearts Club Band," in almost 50 markets. Like distributor's "Deer Hunter," it's direct to local stations without prior network play.... Twenty-six theatrical and made-for-TV films under Viacom Features VIII umbrella have been sold to six Metromedia TV stations. Films in Viacom Enterprises package include "Hopscotch" and *Kenny Rogers as the Gambler*.... *We're Movin'* is weekly half-hour feature series Group W Productions plans to introduce at upcoming National Association of Television Program Executives conference March 13-18. *For and About Young People*, series of features has Scott Baio (*Happy Days*) as host.... Gerber/Carter Communications is using same meeting to unveil two news insert shows, *Your Entertainment Editor* (with Don Stotter) and *Energy Line* (with John Bartholomew Tucker).... Fusco Entertainment has acquired rights to library of Official Films, wide variety of programing, including vintage series, *Biography*, *Robin Hood* and *Peter Gunn*, among others.... Syndicast Services, which syndicated *Country Countdown 1980*, has gone back to Bob Banner Associations for three more 90-minute country specials, for airing in second quarter this year.... For 1981/82 season, MG Films and Perin Enterprises have expanded *Winning Moment* shorts to include major league baseball. Series now includes 60 inserts: half World Series and All Star game "moments" and half Super Bowl and NFC/AFC championship.

□

Boston boycott. National Organization for Women's Boston chapter and four other women's groups are planning viewer "switch-off" of WNAC-TV there to protest alleged station discrimination in hiring, paying and promoting females. Station general manager Robert J. Williamson called NOW's charges of "deplorable treatment of women and minorities" totally inaccurate. He credits station with employing more minority on-air reporters than any other TV station in Boston and with pioneering concepts of female co-anchor and of in-depth reporting on minority news issues. Muriel B. Knight, president of New England Woman's Press Association, says February "switch-off" of WNAC-TV will "raise the consciousness" of station executives.

□

Disney to CBS. CBS Entertainment and Walt Disney Production have reached agreement whereby Disney-produced programs will be carried on CBS-TV, starting next fall. Specific programing will be announced later. Disney organization reported last December that *Disney's Wonderful World* would end its run on NBC-TV at season's end.

□

Some more ABC changes. Aside from *Charlie's Angels*, latest ABC-TV series to take "hiatus" is *Foul Play*, show that came on when the season's *Monday Night Football* ended. Coming back to take *Foul Play's* place at 10 p.m. as of March 9 is *Soap*, but now in hour form.

□

Captioning continues. National Captioning Institute, organization that closed-captions television programs for hearing-impaired, announced that Xerox Corp. has joined list of over 40 broadcast advertisers whose commercials are captioned. Xerox will also have NCI caption future television specials it sponsors.

□

Production alliance. MGM Television has entered into agreement with King-Hitzig Productions, New York, to develop TV series and movies.

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Ratings Roundup

As the "sweeps" period continued, CBS-TV won the week ended Feb. 22, scoring a 19.9 rating and 31 share to ABC-TV's 18.3/29 and NBC TV's 17.4/27.

It was a prime-time victory CBS won on the basis of its regularly scheduled series—and veteran ones at that. *Dallas*, as usual, gave CBS the highest-rated performance of the week with a 34.8/58 and its lineup on Sunday, beginning with *60 Minutes* and ending with *Trapper John M.D.*, took the night on the whole (23.3/35), despite two hours of strong competition from ABC's Academy Award-winner, "Norma Rae" (22.6/33 in prime; 22.7/35 through 11:25 p.m.).

For the most part, the new series that have come on air in the past several weeks have done little to boost network standings. ABC, for example, bombed out on Monday with *Dynasty* (16.0/23) and *Foul Play* (11.8/19)—the latter already said to be going on "hiatus." CBS, too, hasn't had good numbers with Tuesday's *That's My Line* (15.1/22) or Saturday's *Concrete Cowboys* (12.7/23).

The new-show problem is worse at NBC which introduced the most. With the exception of Friday's *The Brady Girls Get Married* (23.1/38) and perhaps *Harper Valley* (16.8/28), NBC's rating problems extend to Tuesday's *Flamingo Road* (14.8/23), Friday's *Nero Wolfe* (13.8/22) and Saturday's *Gangster Chronicles* (14.1/23) and *Hill Street Blues* (14.0/25).

With the sweeps more than half completed through Feb. 22, CBS holds the lead in both Arbitron and Nielsen counts. For the Arbitron period, begun Feb. 5, the averages are CBS 20.1, ABC 19.4 and NBC 16.8. For Nielsen, begun a day earlier, it's CBS 20.4, ABC 19.4 and NBC 16.5.

The First 20

1.	*Dallas*	CBS	34.8/58
2.	*60 Minutes*	CBS	28.0/44
3.	*Little House on the Prairie*	NBC	26.8/38
4.	*Dukes of Hazzard*	CBS	25.5/41
5.	*M*A*S*H*	CBS	24.5/35
6.	*Angel Dusted* (made-for-TV movie)	NBC	24.2/38
7.	*Love Boat*	ABC	24.0/40
8.	*Brady Girls Get Married*	NBC	23.1/38
9.	*Happy Days*	ABC	22.8/34
10.	"Norma Rae" (theatrical movie)	ABC	22.7/35
11.	*The Jeffersons*	CBS	22.5/32
12.	*Magnum, P.I.*	CBS	22.4/34
13.	*Knots Landing*	CBS	22.3/37
14.	*Three's Company*	ABC	22.2/33
15.	*Diff'rent Strokes*	NBC	21.9/34
16.	*Laverne & Shirley*	ABC	21.8/32
16.	*Alice*	CBS	21.8/31
18.	*Archie Bunker's Place*	CBS	21.7/33
18.	*Real People*	NBC	21.7/32
20.	*One Day At A Time*	CBS	21.6/31

The Final Five

65.	*Concrete Cowboys*	CBS	12.7/23
66.	*Ladies' Man*	CBS	12.3/20
67.	*Foul Play*	ABC	11.8/19
68.	*Goldie & the Boxer Go to Hollywood* (made-for-TV movie)	NBC	10.4/16
69.	*NBC Magazine*	NBC	7.4/12

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(4.5%). They also own KFLN(AM) Baker, Mont. Buyer: John Bronken, pres., and John A. Giaconia, vice pres. (50% each). Bronken and Giarcoma each own wine and beer distributing firms in Bozeman and Butte, Mont., respectively. They have no other broadcast interests. Ann. Feb. 20.

■ KRBB-AM-FM Sallisaw, Okla. (AM: 1560 khz, 250 w-D.—Seeks transfer of control of Demaree Enterprises Inc. from Leroy Patrick Demaree (100% before; none after) to Anthony Leroy Demaree and Reita Diane (none before; 100 after). Consideration: $48,000. Principals: Sellers owns 43.3% of KFAY(AM) Fayetteville, Ark.; 80% of KKEG(FM) Fayetteville, and 80% owner of applicant to purchase KPCG(FM) Joplin, Mo. Buyers are son and daughter of Leroy Patrick Demaree. A. L. Demaree is employed at KFAY-KKEG Fayetteville, and has been involved in announcing, sales, construction and technical areas with family stations. Diane Rhodes has also worked at family stations and is former operations manager at WMBH(AM) Joplin, Mo. Ann. Feb. 20.

Actions

■ WKKY(FM) Moss Point, Miss. (FM: 104.9 mhz, 3 kw)—Granted assignment of license from Standard Broadcasting Inc. to Jackson County Broadcasting Inc. for $185,000. Seller: M.R. Cole, Pres. (6.2%); Jerry L. Lee, pres. (12.4%); Fred C. Strother (12.4%), and Harold B. Scott, Jr. (6.2%). Coast Contract Services Inc. owns 36.5%. Principals are also licensee of WCIS(AM) Pascagoula/Moss Point. Buyer: Charles W. Dowdy, pres.; his sons, J. Morgan and C. Wayne (30% each); and his son-in-law, Richard J. Smith (10%). Charles Dowdy owns 85% of WROA(AM)-WXKX(FM) Gulfport, Miss.; 30% WMLT(AM)-WQZY(FM) Dublin, Ga., and 22.5% of new FM applicant for Harrison, Ark. Wayne Dowdy is attorney and owns 33% at WAKK McComb, Miss.; 25% of WMLT(AM)-WQZY(FM) Dublin, and 22.5% of new FM applicant in Harrison, Ark. He also has 33% interest in CP application pending for WIXO(FM) McComb, Miss. Morgan Dowdy owns 15% of WROA(AM)-WZKX(FM) Gulfport, Miss., and 25% WMLT-WQZY(FM) Dublin. Smith is assistant district attorney in Gulfport, and owns 10% WMLT(AM)-WQZY(FM) Dublin, Ga.

■ WOKO(AM) Albany, N.Y. (AM: 1460 khz, 5 kw-U)—Granted transfer of control of station from Anthony Mason (100% before; none after) to Citicom Radio Corp. (none before; 100% after). Consideration: $575,000. Seller: Mason has no other broadcast interests. Buyer: Robert T. Howard (30%) and Scott H. Robb, David L. Kuhns, Wake Warthen and Morton S. Robson (17.5% each). Howard is former president of NBC and is currently vice president special projects there. Robb and Kuhns are New York law firm partners. Warthen owns New York investment banking firm. Robson is New York attorney. Robb is 40% owner of applicant for new TV at New Bedford and 10% interest in applicant to purchase WKND(AM) Windsor, Conn. (BROADCASTING, Aug. 20, 1979). Action Feb. 9.

■ WBTF(FM) Attica, N.Y. (FM: 101.7 mhz, 1.25 kw)—Granted assignment of license from Batavia Broadcasting Corp. to Champion Broadcasting System of New York Inc. for $182,500. Seller: William F. Brown and Harriet S. Gamble (50% each). They also own WBTA(AM) Batavia, N.Y. Buyer: Mathew B. Hoffman and sisters Carol and Barbara (one-third each). Mathew and Barbara are students. Carol is employee with WUNR(AM)-WBOS(FM) Brookline, Mass., which is owned by applicant principal's father, Herbert S. Hoffman. Buyers have no other broadcast interests. Action Jan. 30.

■ WCBX(AM) Eden, N.C. (AM: 1130 khz, 1 kw-D)—Granted transfer of control of Radio Eden Inc. from Ray A. Childers and Nora S. Webster (100% before; none after) to Stone Broadcasting Corp. (none before; 100% after). Consideration: $300,000. Seller: Childres (55%) and Webster (45%) have no other broadcast interests. Buyer: Victor C. Stone (100%). Stone is head of payroll-traffic department and 11% owner of Martinsville, Va., trucking firm. He has no other broadcast interests. Action Feb. 10.

■ WORO(FM) Corozal, P.R. (FM: 92.5 mhz, 50 kw)—Granted assignment of license from Jose Arturo Fernandez to Catholic Apostolic & Roman Church, San Juan Archdiocese, for $1 million. Seller: Fernandez has no other broadcast interests. Buyer: San Juan Archdiocese is governed by Archbishop Luis Cardinarl Aponte Martinez. It has no other broadcast interests. Action Feb. 9.

■ WZLD(FM) Cayce, S.C. (FM: 96.7 mhz, 3 kw)—Granted assignment of licnese from WXLD Inc. to Suncom Inc. for $1 million. Seller: William D. Hunt (51%) and wife Agnes (49%). She owns 20% of WYNN(AM) Florence, S.C. He has no other broadcast interests. Buyer: Robert Liggett Jr. He is 63.4% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcasting Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Megamedia has also purchased WZZR-FM Grand Rapids, Mich. (BROADCASTING, Dec. 15, 1980) and WCAY(AM) Cayce from separate seller. Action Feb. 9.

■ WMRB(AM) Greenville, S.C. (AM 1490 khz, 1 kw-D, 250 w-N: FM: 1490 khz)—Granted transfer of control of Paramount Broadcasting Co. from C. Frank Cope and Katherine Simpson (100% before; none after) to Telecastics Inc. (none before; 100% after). Consideration: $380,000 plus assumption of liabilities. Cope (54.1%) has no other broadcast interests. Simpson (45.9%) also has minority interest in WMIT(FM) Clingman's Peak, N.C. Buyer: Alton L. Finley Jr. (51%) and Michael E. Reid (49%). Finley is former sales representative for Norelco and Sony Corp., in Greenville. Reid is graduate student and part time faculty member at Clemson University, Clemson, S.C. They have no other broadcast interests. Action Feb. 10.

■ KJET(AM)-KWIC(FM) Beaumont, Tex. (AM: 1380 khz, 1 kw-D; FM: 107.7 mhz, 5 kw-U)—Granted transfer of control of Gibson Broadcasting Co. from R. Thomas Gibson (100% before; none after) to Charles W. Pyle and Associates (none before; 100% after). Consideration: $2 million. Seller: Gibson has no other broadcast interests. Buyer: Pyle Communications Inc. (95%) and Richard F. Kelley (5%). Pyle Communications Inc. is owned by Charles W. Pyle and family (65%), Delwin R. Romero (20%) and Gerald A. Snyder (15%). Pyle is 30% owner of Beaumont real estate company. Romero is 25% owner of Electrical Distributing Co. of Austin (Tex.). Snyder is general manager of Pyle Communications, licensee of KIKM-AM-FM Sherman, Tex. Kelley is sales manager of KIMM-AM-FM. Kelly has no other broadcast interests. Action Feb. 10.

■ WEMP(AM)-WNUW(FM) Milwaukee (AM: 1250 khz, 5 kw-U: FM: 99.1 mhz, 50 kw)—Granted assignment of license from Consolidated Broadcasting Corp. to LIN Broadcasting Corp for $3.3 million. Seller: William Wirtz and family. They have no other broadcast interests. Buyer: New York-based publicly traded group owner of four AM's, four FM's and four TV's. Donald Pels is chairman and president. Action Feb. 9.

Facilities Changes

Applications

■ KSTM(FM) Apache Junction, Ariz.—CP to change TL; ERP; HAAT, and make changes in ant. sys. Ann. Feb. 20.

■ WIQB(FM) Ann Arbor, Mich.—CP to change TL; incr. HAAT and make changes in ant. sys. Ann. Feb. 20.

■ WNJC(FM) Senatobia, Miss.—CP to change freq.; ERP; HAAT, change TPO and make changes in ant. sys. Ann. Feb. 20.

■ WWRC(FM) Lawrenceville, N.J.—CP to change freq., and increase ERP. Ann. Feb. 20.

■ WMSC(FM) Upper Montclair, N.J.—CP to change Freq.; change ERP and HAAT. Ann. Feb. 20.

■ WECW(FM) Elmira, N.Y.—CP to change Freq.; ERP, and HAAT. Ann. Feb. 20.

■ WGFR(FM) Glens Falls, N.Y.—CP to change freq.; increase ERP, and change HAAT. Ann. Feb. 20.

■ WOSS(FM) Ossining, N.Y.—CP to change freq.; ERP, and HAAT. Ann. Feb. 20.

■ WPLT(FM) Plattsburg, N.Y.—CP to change freq.; increase ERP, and change HAAT. Ann. Feb. 20.

■ WQSM(FM) Fayetteville, N.C.—CP to change TL; ERP; HAAT and make changes in ant. sys. Ann. Feb. 20.

■ WYEP(FM) Pittsburgh, Pa.—Mod. of CP to change TL; increase ERP and change HAAT and ant. sys. Ann. Feb. 20.

■ KTPX-TV Monahans, Tex.—CP to change ERP to vis. 316 kw, aur. 31.6 kw. Ann. Feb. 20.

■ WKDE(FM) Alta Vista, Va.—CP to increase HAAT. Ann. Feb. 20.

■ KUPS(FM) Tacoma, Wash.—CP to change freq.; increase ERP, and change HAAT: Ann. Feb. 20.

■ WORT(FM) Madison, Wis.—CP to change freq. and increase ERP. Ann. Feb. 20.

■ KYDX(FM) Cody, Wyo. CP to increase ERP; change HAAT, TPO and coordinates. Ann. Feb. 20.

Actions

■ *KDUR(FM), Durango, Colo.—Granted CP to increase ERP 225 W, ant. height −450 ft. (H&V); (BPED-791226CF). Action Feb. 4.

■ HWFT(AM) Miami, Fla.—CP granted to commercial TV broadcast station for changes in ERP vis., aur.; HAAT and type ant. Action Feb. 3.

■ WVEU-TV Atlanta, Ga.—CP granted to commercial TV broadcast station to change ERP to vis. 1700 kw, 2630 kw, aur. 170 kw; and HAAT 980 feet, expiring Feb. 19, 1982. Action Feb. 4.

■ WBHA-TV Joliet, IL—CP granted to commercial TV broadcast station to change ERP to vis. 5000 kw, aur. 500 kw; change TL to 875 N. Michigan Ave. Chicago, Illinois; change trans., change ant and HAAT. Action Feb. 5.

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV						
VHF	518	1	0	519	9	528
UHF	234	0	0	234	92	326
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,008	4	9	1,019	122	1,143
FM Translators	345	0	0	345	181	526
TV Translators						
UHF	2,525	0	0	2,524	252	2,826
VHF	1,389	0	0	1,389	478	1,867

*Special temporary authorization

**Includes off-air licenses

NOTE

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